IN THE CLAIMS

1. (currently amended) A recording medium in which second data, in which content concealment data for concealing content data are buried, are ~~and~~ recorded at a position where reproduction is conducted prior to first data including the content data when the first data are reproduced, wherein the content data in ~~when~~ the first data recorded on the medium are outputtable at least one of visibly or audibly only subsequently to outputting of the second data, which has been reproduced from the medium, at least one of visibly or audibly~~are reproduced~~.

2. (previously presented) The recording medium as set forth in claim 1, wherein the second data include at least one unit of advertisement data.

3. (previously presented) The recording medium as set forth in claim 1, wherein the second data include a plurality of units of advertisement data, and the content concealment data are buried in the plurality of units of advertisement data in a distributed manner.

4. (currently amended) The recording medium as set forth in claim 1, wherein the second data include a plurality of units of advertisement data, encipherment processing is respectively implemented to the plurality of units of advertisement data and to key data for decoding encipherment processing implemented to one unit of advertisement data of remaining advertisement data buried in a predetermined unit of the plurality of units of advertisement data, and the content concealment data are buried in a unit of advertisement data last reproduced of the plurality of unit advertisement data.

5. (previously presented) The recording medium as set forth in claim 1, wherein the content concealment data are buried during a blanking period of the second data.

6. (currently amended) A recording medium in which first data and second data are recorded, the second data are recorded

at a position where a read-out operation of the second data is conducted prior to the first data in reproducing the first data, and the first data are recorded after encipherment processing is performed by using data extracted from the second data, wherein the first data recorded on the medium are outputtable at least one of visibly or audibly only subsequently to outputting of the second data, which has been read-out from the medium, at least one of visibly or audibly.

7. (previously presented) The recording medium as set forth in claim 6, in which the second data include at least one unit of advertisement data.

8. (previously presented) The recording medium as set forth in claim 6, wherein the data extracted from the second data are predetermined line data of a predetermined frame of the advertisement data.

9. (previously presented) The recording medium as set forth in claim 6, wherein the data extracted from the second data are data of a predetermined frame of the advertisement data.

10. (currently amended) A recording method for a recording medium, the method comprising the steps of:

burying content concealment data for concealing first data including content data in delivered second data;

implementing concealment processing to the first data by using the content concealment data; and

implementing encode processing to the second data in which the content concealment data are buried and the content data to which the concealment processing has been implemented to record the processed data onto the recording medium, wherein the content data in the processed data on the recording medium are outputtable at least one of visibly or audibly only subsequently to outputting of the second data, which has been reproduced from

the processed data of the recording medium, at least one of visibly or audibly.

11. (previously presented) The recording method as set forth in claim 10, further including the steps of: multiplexing the second data in which the content concealment data are buried and the content data to which the concealment processing has been implemented; and implementing the encode processing to the multiplexed data.

12. (previously presented) The recording method as set forth in claim 10, wherein the second data include at least one unit of advertisement data.

13. (previously presented) The recording method as set forth in claim 10, wherein the second data includes a plurality of units of advertisement data and the content concealment data are buried in the plurality of units of advertisement data in a distributed manner.

14. (previously presented) The recording method as set forth in claim 10, wherein the content concealment data are buried during a blanking period of the second data.

15. (previously presented) The recording method as set forth in claim 10, the method further including the steps of: implementing compression processing to the respective first data and second data in which the content concealment data are buried; and implementing the concealment processing to the first data and second data to which the compression processing has been implemented.

16. (previously presented) The recording method as set forth in claim 10, wherein the second data in which the content concealment data are buried are recorded at a position on the recording medium where a read-out operation is performed prior to the first data.

17. (currently amended) A recording method for a recording medium, comprising the steps of:

implementing encipherment processing to first data including content data by using data extracted from delivered second data; and

implementing encode processing to the second data and the first data to which the encipherment processing has been implemented to record the processed data onto the recording medium, wherein the content data in the processed data on the recording medium are outputtable at least one of visibly or audibly only subsequently to outputting of the second data, which has been reproduced from the processed data on the recording medium, at least one of visibly or audibly.

18. (previously presented) The recording method as set forth in claim 17, the method including the steps of: multiplexing the second data and the first data to which the encipherment processing has been implemented; and implementing the encode processing to the multiplexed data.

19. (previously presented) The recording method as set forth in claim 17, wherein the second data include at least one unit of advertisement data.

20. (previously presented) The recording method as set forth in claim 17, wherein the data extracted from the second data are predetermined line data of a predetermined frame of the advertisement data.

21. (previously presented) The recording method as set forth in claim 17, wherein the data extracted from the second data are data of a predetermined frame of the advertisement data.

22. (previously presented) The recording method as set forth in claim 17, wherein the second data in which content concealment data are buried are recorded at a position on the recording medium where a read-out operation is conducted prior to the first data.

23. (currently amended) A data recording method, comprising the steps of:

respectively burying cipher key data for implementing encipherment processing to first data including content data into a plurality of units of delivered second data;

implementing concealment processing to at least a partial area of the first data based on the cipher key data buried in the second data; and

implementing encode processing to the second data in which content concealment data are buried and the content data to which the concealment processing has been implemented to record the processed data, wherein the content data of the processed data are outputtable at least one of visibly or audibly only subsequently to outputting of the second data, which has been reproduced from the processed data, at least one of visibly or audibly.

24. (previously presented) The data recording method as set forth in claim 23, wherein the plurality of units of second data respectively include advertisement data and the method further includes the steps of: generating the content concealment data by using the cipher key data read from the advertisement data; and implementing concealment processing to the first data based on the generated content concealment data.

25, (previously presented) The data recording method as set forth in claim 23, wherein the plurality of units of second data respectively include advertisement data and the method further includes a step of implementing concealment processing to a plurality of respective areas of the first data by using the cipher key data read from the advertisement data.

26. (currently amended) A reproducing method for a recording medium, comprising the steps of:

extracting content concealment data for concealing content data from second data read from a recording medium adapted so

that the second data, in which the contents concealment data are buried, are recorded at a position where reproduction is performed prior to —first data including the content data in reproducing the first data;

decoding a cipher implemented to the first data read from the recording medium by using the extracted content concealment data; and

outputting the second data at least one of audibly or visibly before outputting the decoded first data at least one of audibly or visibly ~~to the second data~~.

27. (previously presented) The reproducing method as set forth in claim 26, the method further including the steps of: temporarily taking the second data read from the recording medium into a buffer memory; and extracting the content concealment data from the second data taken into the buffer memory.

28. (previously presented) The reproducing method as set forth in claim 26, wherein reproduction of the first data is stopped when one of the second data fail to be read from the recording medium and the content concealment data fail to be extracted from the second data.

29. (currently amended) The reproducing method as set forth in claim 26, wherein, when the second data undergo special reproduction such that the second data cannot be audibly or visibly output in a predetermined manner, cryptanalysis processing of the first data is stopped.

30. (currently amended) A reproducing method for a recording medium, comprising the steps of:

reading second data from a recording medium adapted so that first data and the second data are recorded, the second data being recorded at a position where a read operation is performed prior to the first data in reproducing the first data and the

first data being recorded after encipherment processing by using data extracted from the second data;

extracting data of a predetermined area of the second data read;

decoding a cipher implemented to the first data read from the recording medium by using the extracted data; and

outputting the second data at least one of audibly or visibly before outputting the decoded first data at least one of audibly or visibly~~to the second data~~.

31. (previously presented) The reproducing method as set forth in claim 30, wherein reproduction of the first data is stopped when one of the second data fail to be read from the recording medium and the data of the predetermined area fail to be extracted from the second data.

32. (currently amended) The reproducing method as set forth in claim 30, wherein, when the second data undergo special reproduction such that the second data cannot be audibly or visibly output in a predetermined manner, cryptanalysis processing of the first data is stopped.

33. (currently amended) A transmitting method for data, comprising the steps of:

burying content concealment data for concealing first data including content data into delivered second data;

implementing concealment processing to the first data by using the content concealment data; and

implementing encode processing to the second data in which the content concealment data are buried and the content data to which the concealment processing has been implemented to transmit the processed data, wherein the content data of the processed data are outputtable at least one of visibly or audibly only subsequently to outputting of the second data, which has been reproduced from the processed data, at least one of visibly or audibly.

34. (previously presented) The transmitting method as set forth in claim 33, the method further including the steps of: multiplexing the second data in which the content concealment data are buried and the content data to which the concealment processing has been implemented; and implementing the encode processing to the multiplexed data.

35. (previously presented) The transmitting method as set forth in claim 33, wherein the second data include at least one unit of advertisement data.

36. (previously presented) The transmitting method as set forth in claim 33, wherein the second data include a plurality of units of advertisement data and the content concealment data are buried into the plurality of units of advertisement data in a distributed manner.

37. (previously presented) The transmitting method as set forth in claim 33, wherein the content concealment data are buried during a blanking period of the second data.

38. (previously presented) The transmitting method as set forth in claim 33, the method further including the steps of: implementing compression processing to respective ones of the first data and the second data in which the content concealment data are buried; and implementing the concealment processing to the first and second data to which the compression processing has been implemented.

39. (currently amended) A transmitting method for data, comprising the steps of:

implementing encipherment processing to first data including content data by using data extracted from delivered second data; and

implementing encode processing to the second data and the first data to which the encipherment processing has been implemented to transmit the processed data, wherein the content data of the processed data are outputtable at least one of

visibly or audibly only subsequently to outputting of the second data, which has been reproduced from the processed data, at least one of visibly or audibly.

40. (previously presented) The transmitting method as set forth in claim 39, wherein the method includes the steps of: multiplexing the second data and the first data to which the encipherment processing has been implemented; and implementing the encode processing to the multiplexed data.

41. (previously presented) The transmitting method as set forth in claim 39, wherein the second data include at least one unit of advertisement data.

42. (previously presented) The transmitting method as set forth in claim 39, wherein the data extracted from the second data are predetermined line data of a predetermined frame of the advertisement data.

43. (previously presented) The transmitting method as set forth in claim 39, wherein the data extracted from the second data are data of a predetermined frame of the advertisement data.

44. (currently amended) A data reproducing method, comprising the steps of:

extracting content concealment data for concealing content data from second data, in which the content concealment data are buried, of data reproduced prior to first data including the content data in reproducing the first data and including the second data;

decoding a cipher implemented to the first data by using the extracted content concealment data; and

outputting the second data at least one of audibly or visibly before outputting the decoded first data at least one of audibly or visibly~~subsequently to the second data~~.

45. (previously presented) The data reproducing method as set forth in claim 44, the method further including the steps of:

temporarily taking the second data into a buffer memory; and extracting the content concealment data from the second data taken into the buffer memory.

46. (currently amended) The data reproducing method as set forth in claim 44, wherein, when the second data undergo special reproduction such that the second data cannot be audibly or visibly output in a predetermined manner, cryptanalysis processing of the first data is stopped.

47. (previously presented) The data reproducing method as set forth in claim 44, wherein when one of the second data fail to be read and the content concealment data fail to be extracted from the second data reproduction of the first data is stopped.

48. (currently amended) The data reproducing method as set forth in claim 47, wherein when the second data undergo special reproduction such that the second data cannot be audibly or visibly output in a predetermined manner, cryptanalysis processing of the first data is stopped.

49. (currently amended) A data reproducing method, comprising the steps of:

extracting data of a predetermined area of second data of data including first data and the second data, the second data being disposed where a read operation is performed prior to the first data in reproducing the first data and the first data undergoing encipherment processing by using the data extracted from the second data;

decoding a cipher implemented to the first data by using the extracted data; and

outputting the second data at least one of audibly or visibly before outputting the decoded first data at least one of audibly or visibly~~subsequently to the second data~~.

50. (previously presented) The data reproducing method as set forth in claim 49, wherein when one of the second data fail to be read and the data of the predetermined area fail to be extracted from the second data reproduction of the first data is stopped.

51. (currently amended) The data reproducing method as set forth in claim 49, wherein, when the second data undergo special reproduction such that the second data cannot be audibly or visibly output in a predetermined manner, cryptanalysis processing of the first data is stopped.

52. (currently amended) A reproducing method, comprising steps of:

taking second data, in which content concealment data is buried, into a reproducing apparatus through a network, in reproducing first data including content data of a recording medium adapted so that the first data are recorded after encipherment processing based on the content concealment data;

extracting the content concealment data from the second data taken in;

decoding a cipher implemented to the first data read from the recording medium by using the extracted content concealment data; and

outputting the second data at least one of audibly or visibly before outputting the decoded first data at least one of audibly or visibly~~subsequently to the second data~~.

53. (previously presented) The reproducing method as set forth in claim 52, wherein the second data include at least one unit of advertisement data.

54. (previously presented) The reproducing method as set forth in claim 52, the method further including the steps of:

temporarily taking the second data into a memory section; and extracting the content concealment data from the second data taken into the memory section.

55. (previously presented) The reproducing method as set forth in claim 52, the method further including a step of discriminating whether cryptanalysis processing is required for the first data read from the recording medium when the content concealment data fail to be extracted from the second data, whereby when it is discriminated that the cryptanalysis processing is required a warning display is performed.

56. (previously presented) The reproducing method as set forth in claim 52, wherein the content concealment data are buried during a blanking period of the second data.